

"In theory there is no difference between theory and practice. In practice there is." – Yogi Berra

Brandstories...

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We tell your brand story through design

More Sparkle for Shloer

Targeted at women looking for a premium soft drink as an alcohol replacement, Shloer's success is built on the unique ability of the product experience to deliver.

Shloer is perceived as light, sparkling, not filling and good with food, and on top of that its grape base and transparent colour give it a helpful connection to wine.

The main role of marketing activity is to increase purchase frequency amongst current consumers (by extending the occasions when Shloer is considered) and to recruit new users (by highlighting its relevance to their lifestyle).

In terms of packaging design, research insights indicated that this could best be achieved by enhancing cues to refreshment, naturalness and fruit flavour, whereas our analysis of the existing design showed that it was strongly focused on just one aspect of the brand story, celebration.



By researching a broad spectrum of packaging-led positionings, we were able to identify the codes for the brand's existing positive image, what should be added to complete the brand story, and also those signals to avoid or use sparingly.

As a result Shloer now has a healthy new sparkle which we believe will help it maintain its market-leading position. www.shloer.co.uk

New
medium
of the
week



Neuromarketing

Markets and consumer behaviour are often more conservative than we give them credit for, until new technology intervenes.

The consumer need doesn't really change, but suddenly there's a leap in power or convenience that makes previous ways of meeting it obsolete. Perhaps that time has come for market research as we know it, with brain scan-based information now putting the holy grail of consumer insight within the grasp of brand owners.

The jury may be out on some of the techniques or the meaningfulness of their results, but there's no doubt in my mind that knowing what we feel is a lot more relevant than knowing what we say we feel. The best market researchers have always known that, of course, but the game-changing play is making the previously unmeasurable, measurable. www.decodemarketing.co.uk

Brand Relevance in an age of Frugality

Greg Sieck's excellent [article](#) resonated with us since so many brands seem to be facing the same issue – an accelerating erosion of share to Private Label. He cites analysts in the USA predicting a 'structural slowdown' in consumer spending for the next four to ten years, which in conjunction with marketing-savvy retailers is 'conspiring to push consumers into private-label brands at a dizzying pace.'

He offers much sound advice, including 'building new products and offers, fresh messages and innovative promotions that leverage the promises you have made to your customers in the past', or asking yourself 'How does your brand fit into people's lives now that their lives centre more on home, family and friends?'

In other words 'stick with the story but reframe it for the times'.



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